Blurred Lines: Advertising or Content?
An FTC Workshop on Native Advertising
December 4, 2013

9:15	**Registration**
10:00	**Welcoming Remarks** Edith Ramirez Chairwoman, Federal Trade Commission
10:15	**A Historical FTC Perspective: Advertorials, Infomercials, and Paid Endorsements** Lesley Fair Staff Attorney Bureau of Consumer Protection, Federal Trade Commission
10:30	**The Wall Between Editorial and Advertising: Its Origins and Purpose** Nicholas Lemann Professor of Journalism Columbia University Graduate School of Journalism
11:00	**Panel 1** **Sponsored Content in Digital Publications: The forms it takes and how it operates** Moderator: Laura M. Sullivan Staff Attorney Division of Advertising Practices, Federal Trade Commission Panelists: Tessa Gould Director of HuffPost Partner Studio Huffington Post Todd Haskell Senior Vice President and Chief Revenue Officer, Hearst Magazines Digital Media Hearst Corporation Lisa LaCour Vice President of Global Marketing Outbrain Inc.

	Chris Laird Marketing Director, Brand Operations The Procter & Gamble Company Ash Nashed Chief Executive Officer Adiant Adam Ostrow Chief Strategy Officer Mashable, Inc. Steve Rubel Executive Vice President and Chief Content Strategist Edelman
12:30	Lunch Break
1:30	**The Lessons of Nauru** Bob Garfield Co-host of *On the Media* and *MediaPost* columnist
2:00	**Panel 2** **Consumer Recognition and Understanding of Native Advertisements** Moderator: Michael Ostheimer Staff Attorney Division of Advertising Practices, Federal Trade Commission Panelists: Jamie Cole Creative Director Red Barn Media Group Michelle De Mooy Senior Associate, National Priorities Consumer Action David J. Franklyn Professor, Director of the McCarthy Institute for IP and Technology Law University of San Francisco School of Law Dan Greenberg

	Chief Executive Officer Sharethrough Co-Chair of Interactive Advertising Bureau's Native Advertising Taskforce Chris Jay Hoofnagle Lecturer in Residence and Director of Information Privacy Programs Berkley Law & Technology Center Jeff Johnson Principal Consultant UI Wizards
3:30	Break
3:45	**Panel 3** **The Way Forward on Transparency: A discussion of best practices** Moderator: Mary K. Engle Associate Director Division of Advertising Practices, Federal Trade Commission Panelists: Laura Brett Staff Attorney National Advertising Division of the Council of Better Business Bureaus Sid Holt Chief Executive American Society of Magazine Editors Amy Ralph Mudge Partner Venable LLP Jon Steinberg President and Chief Operating Officer BuzzFeed Inc. Randa Munayyer Stephan Executive Director of WSJ Custom Content Studios The Wall Street Journal Robert Weissman

	President Public Citizen Mike Zaneis Senior Vice President, Public Policy and General Counsel Interactive Advertising Bureau
5:30	**Closing Remarks** Jessica Rich Director Bureau of Consumer Protection, Federal Trade Commission